



Fallbrook Technologies, Maker of the NuVinci® Continuously Variable Planetary Technology, Partners with EVELO Electric Bicycles for 30-Day Electric Bike Weight Loss Challenge

-- Companies Join Forces to Encourage a Healthier Lifestyle --

CEDAR PARK, Texas, May 27, 2014 – Fallbrook Technologies Inc. (Fallbrook), inventor of the NuVinci® continuously variable planetary (CVP) transmission technology, today announced it will be partnering with EVELO Electric Bicycles, which offers a diverse assortment of eBikes that feature the *NuVinci N360*, to promote EVELO's "30-Day eBike Challenge."

EVELO's 30-Day eBike Challenge is an initiative designed to encourage healthier, active lifestyles, more time spent outdoors, and getting the full benefit out of your electric bike. Any consumer who purchases an EVELO eBike in June, applies to participate, and commits to regularly riding their eBike will be eligible to receive \$10 from EVELO for every pound they lose during a 30-day period (up to 20 lbs.), between June 1 and August 31. Throughout that time period, each participant will also be asked to blog about their experience.

EVELO offers an exciting line-up of eBikes for men and women, from fast/sporty city commuters to versatile/comfortable step-through models, and all are offered with the *NuVinci N360* as an upgrade feature. The *NuVinci N360*'s continuously variable drivetrain, available on EVELO eBikes, makes shifting smooth and seamless and makes the electric-assisted cycling experience all the more enjoyable.

"The *NuVinci N360* has been very popular with our customers," said Boris Mordkovich, CEO of EVELO. "It takes the enjoyment of riding an eBike to the next level."

To be eligible in EVELO's 30-Day eBike Challenge, according to their terms, participants must purchase an EVELO Electric Bicycle by June 30, 2014, apply at www.evelo.com/challenge to participate in the Challenge within 15 days of purchase, commit to riding regularly during a 30-day period, between June 1, 2014, and August 30, 2014, and submit a weekly blog post and updates on their weight loss progress to the EVELO team. If the requirements above are met, at the completion of the challenge participants will receive, from EVELO, \$10 for every pound lost within the 30-day period (up to 20 in total).

The EVELO 30-Day eBike Challenge is being administered by EVELO, Inc. For additional details, visit www.evelo.com/ or www.evelo.com/challenge.

For more information on the *NuVinci N360*, visit www.nuvinci.com.

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About Fallbrook Technologies

Fallbrook's *NuVinci* continuously variable planetary (CVP) technology can improve the performance and efficiency of machines that use a transmission, including bicycles, electric vehicles, automobiles, off-highway vehicles, stationary equipment, wind turbines, and others. The *NuVinci* technology is Transforming Gears into Spheres™ by using a set of rotating balls between the input and output components of a transmission. Tilting the balls changes their contact diameters and varies the speed ratio. Compared to other current transmission technologies, the *NuVinci* technology is less complex, scales and packages more easily, costs less to manufacture, and facilitates achieving optimum performance.

The *N360* continuously variable bicycle drivetrain and the *Harmony* automatic electronic shifting system, which utilizes the *N360*, are Fallbrook's current commercially available products for the bicycle industry. Since their introduction, Fallbrook's cycling products have become a standard component on more than 80 major bicycle brands.

Outside of cycling, the *NuVinci* technology offers companies the flexibility to design and produce next-generation products that are better-tailored to their unique business, market, and competitive requirements. Fallbrook's *NuVinci* CVP technology is now being developed for commercialization in several other applications. For example, major automotive transmission suppliers have licensed *NuVinci* technology for the development of automotive class drivetrains, and a market-leading supplier has licensed the technology and is developing *NuVinci* CVP transmissions for electric and gasoline light vehicle applications. *NuVinci* CVP technology can be configured to replace multiple planetary gears, providing dramatic performance improvement in a smaller package and at a lower cost.

Fallbrook has built an extensive portfolio of over 600 patents and patent applications worldwide. For more information, visit www.fallbrooktech.com.

About EVELO

EVELO is a Boston-based electric bicycle company offering long-range, stylish electric bicycles for recreation and commuting. Their mission is to get rid of the barriers that keep people from cycling - such as hills, distance, fitness levels and even the inconvenience of arriving to the destination sweaty and tired. Learn more about their line of electric bicycles and how they get more people on the saddle at www.EVELO.com.

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